

CLAIMS

What is Claimed is:

1. A system for storing promotional items, comprising:
5 a container having an openable orifice on a portion of the container;
a cover piece removeably coupled over the orifice, the coupled cover piece
creating an enclosed storage space between the openable orifice and the cover piece;
and
a promotional item housed in the enclosed storage space.
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2. A system according to claim 1, wherein the container is a soft-drink can and the
orifice is an openable lid of the can.
3. A system according to claim 1, wherein the promotional item comprises an
15 Internet address printed thereon, the Internet address associated with an Internet site of
an entity related to the promotional item.
4. A system according to claim 1, wherein the cover piece comprises an Internet
address printed thereon, the Internet address associated with an Internet site of an entity
20 related to the promotional item.

5. A system according to claim 1, wherein the cover piece further comprises promotional material on an exposed side thereof.

6. A system according to claim 1, wherein the promotional item is selected from

5 the group consisting of:

a cinema ticket;

a lottery ticket;

a concert ticket;

a sporting event ticket;

10 a game piece;

monetary currency;

a food item;

a bank draft;

a key;

15 a coupon;

jewelry;

an advertisement;

a unique identifier;

a promotional code; and

20 an Internet address.

7. A system according to claim 1, wherein the cover piece is opaque.

8. A system according to claim 1, wherein the enclosed storage space comprises an air-tight seal.
- 5 9. A system according to claim 1, wherein the cover piece further comprises a pull-tab for grasping to remove the cover piece from over the orifice.
10. A system according to claim 1, wherein the cover piece further comprises promotional material associated with the promotional item on an unexposed side of the
- 10 cover piece.
11. A method of storing promotional items, comprising:
- providing a container having an openable orifice on a portion of the container;
- removeably coupling a cover piece over the orifice to create an enclosed storage
- 15 space between the openable orifice and the cover piece; and
- housing a promotional item in the enclosed storage space.
12. A method according to claim 11, wherein providing a container having an openable orifice comprises providing a soft-drink can having an openable lid.

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13. A method according to claim 11, wherein housing a promotional item comprises housing a promotional item having an Internet address printed thereon, the Internet address associated with an Internet site of an entity related to the promotional item.
- 5 14. A method according to claim 11, wherein removeably coupling a cover piece comprises removeably coupling a cover piece having an Internet address printed thereon, the Internet address associated with an Internet site of an entity related to the promotional item.
- 10 15. A method according to claim 11, wherein removeably coupling a cover piece comprises removeably coupling a cover piece having promotional material on an exposed side thereof.
16. A method according to claim 11, wherein housing a promotional item comprises
- 15 housing a promotional item selected from the group consisting of:
- a cinema ticket;
 - a lottery ticket;
 - a concert ticket;
 - a sporting event ticket;
 - 20 a game piece;
 - monetary currency;
 - a food item;

a bank draft;

a key;

a coupon;

jewelry;

5 an advertisement;

a unique identifier;

a promotional code; and

an Internet address.

10 17. A method according to claim 11, wherein removeably coupling a cover piece
comprise removeably coupling an opaque cover piece.

18. A method according to claim 11, wherein removeably coupling a cover piece
over the orifice to create an enclosed storage space comprises removeably coupling a
15 cover piece over the orifice to create an enclosed storage space having an air-tight seal.

19. A method according to claim 11, wherein removeably coupling a cover piece
comprises removeably coupling a cover piece having a pull-tab for grasping to remove
the cover piece from over the orifice.

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20. A method according to claim 11, wherein removeably coupling a cover piece comprises removeably coupling a cover piece having promotional material associated with the promotional item on an unexposed side of the cover piece.